

In re Patent Application of:
Martin Hering
Serial No. 09/705,152

~~carrying indicia by the arm, wherein the indicia is positioned for viewing by the person when the arm is in the passageway blocking passage therethrough.~~

~~69. A method according to Claim 62, further comprising covering at least a portion of the arm with a sheet for viewing the indicia through a transparent portion thereof.~~

64. A method according to Claim 62, further comprising placing a sleeve onto the arm for covering the indicia, the sleeve having at least a transparent portion for viewing the indicia therethrough.

65. A method according to Claim 64, further comprising:
providing a collar for removably securing the sleeve to the arm; and
securing the sleeve to the arm using the collar.

66. A method according to Claim 64, further including:
providing a sheet for carrying the indicia thereon;
placing the sheet within the sleeve; and
securing the sleeve to the arm.

67. A method according to Claim 62, further comprising placing a sleeve onto the arm for carrying the indicia therein.

68. A method according to Claim 67, further including:
providing a sheet for carrying the indicia thereon; and
placing the sheet within the sleeve.

69. A method according to Claim 62, further comprising:

providing a cover having a transparent portion for viewing the indicia therethrough; and
placing the cover onto the arm.

70. An advertising method comprising:
providing a turnstile for defining a passageway, the turnstile having a plurality of arms individually movable into the passageway for blocking passage of a person therethrough and movable therefrom for permitting passage therethrough; and
carrying indicia by at least one of the plurality of arms and positioning the at least one of the plurality of arms for viewing the indicia by the person when the one of the at least one of the plurality of arms is blocking passage.

71. A method according to Claim 70, further comprising:
carrying a second indicia on a second of the plurality of arms; and
positioning the second indicia for viewing by the person when the second arm is blocking passage.

72. A method according to Claim 70, further comprising covering at least a portion of the at least one of the plurality of arms with a sheet for viewing the indicia through a transparent portion thereof.

73. A method according to Claim 70, further comprising placing a sleeve onto the at least one of the plurality of arms for covering the indicia, the sleeve having at least a transparent portion for viewing the indicia therethrough.

74. A method according to Claim 73, further comprising:
providing a collar for removably securing the sleeve to the at least one of the plurality of arms;

securing the collar to the sleeve; and
securing the collar to the at least one of the plurality of arms.

75. A method according to Claim 73, further including:
providing a sheet for carrying the indicia thereon;
placing the sheet within the sleeve; and
securing the sleeve to the arm.

76. A method according to Claim 70, further comprising placing a
sleeve onto the at least one of the plurality of arms for carrying the indicia
therein.

77. A method according to Claim 76, further including:
providing a sheet for carrying the indicia thereon; and
placing the sheet within the sleeve.

78. A method according to Claim 70, further comprising:
providing a transparent cover for viewing the indicia therethrough; and
placing the cover onto the at least one of the plurality of arms.

79. A method of advertising comprising displaying advertising indicia
from an arm of a turnstile for viewing by a person passing into a passageway
defined thereby when the arm blocks passage therethrough.

80. A method according to Claim 79, further comprising:
moving the arm for providing access through the passageway;
moving a second arm into the passageway for blocking passage
therethrough, wherein the second arm is carrying advertising indicia for viewing

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thereof when the second arm blocks the passage for a second person passing therein.

81. A method according to Claim 79, further comprising covering at least a portion of the arm with a sheet for viewing the indicia through a transparent portion thereof.

82. A method according to Claim 79, further comprising placing a sleeve onto the arm for carrying the indicia thereby.

83. A method according to Claim 82, wherein the indicia is carried by at least one of on an inside surface of the sleeve and on an outside surface of the sleeve.

84. A method according to Claim 79, wherein the indicia is carried on a sheet, and wherein the sheet is carried by the arm.

85. A method according to Claim 84, wherein the sheet is carried within a transparent cover covering at least a portion of the arm.

REMARKS

The Applicant and the undersigned would like to thank the Examiner for his efforts and guidance in the prosecution of this application and for the telephone interview of April 3, 2002. The willingness of the Examiner to reconsider claims directed to the invention is very much appreciated. As discussed in the interview and as guided by the Examiner, it is the intention of the Applicant and undersigned to focus on the claimed invention which is directed to an advertising method using a turnstile. In particular, the invention uses the arm of the turnstile for displaying the advertising from the arm for viewing by a person walking through the passageway blocked by the turnstile.